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Department of General Services



The City of San Diego is pleased to submit this second Annual Report on progress in implementing our Urban Runoff Management Plan.

In 2000, San Diego's polluted beaches and bays were a civic embarrassment. Cleaning up our beaches and bays became one of our top priorities. We formed the Clean Water Task Force to oversee our efforts to achieve a 50 percent reduction in both sewage spills and beach postings and closures by the end of calendar year 2004.

We are pleased to report that these efforts have been successful. The City realized a 61 percent reduction in beach postings and closures at local beaches in 2003 as compared to CY 2000. Total sewage spills and spills to public waters were also cut by 60 percent during this same period. Additional progress will be made in coming years as we begin to realize the benefits of the following programs initiated in Fiscal Year 2003:

<u>Project SWELL - Stewardship: Water Education for Lifelong Leadership</u>: In May 2003, we unveiled a K-12<sup>th</sup> grade science curriculum enrichment partnership with San Diego City Schools to educate school children about the impact urban runoff can have on San Diego's unique marine environment.

<u>Coastal Low-Flow Diversion Program</u>: In July 2003, the City of San Diego was awarded over \$6 million by the United States Environmental Protection Agency, to expand and upgrade the City's Coastal Low Flow Diversion Program.

Watershed Urban Runoff Management Plans: In partnership with watershed stakeholders and other jurisdictions, we are conducting water quality assessments for the San Dieguito, Peñasquitos, Mission Bay & La Jolla, San Diego River, San Diego Bay and Tijuana River watersheds. These assessments will identify water quality issues and prioritize responses to these issues.

While we have achieved our initial goals, we realize the job is not yet complete. That is why we continue to update our <a href="Think Blue Campaign">Think Blue Campaign</a>, the City's public education, program for reducing urban runoff. Think Blue is now the U.S. EPA's model outreach program for large urban cities. Think Blue has also been honored with the Helen Putnum Award Grand Prize from the League of California Cites as the best public advocacy program in the state.

San Diego remains committed to continued water quality improvements and we thank you for your support in cleaning up San Diego's beaches and bays.

> Dick Murphy Co-Chair

Clean Water Task Force

Scott Peters Co-Chair

Clean Water Task Force

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## THE FUTURE IS NOW...



There aren't many places on earth like San Diego. A breathtaking combination of natural elements combine — rugged mountains and forests, coastal chaparral, inland reservoirs, the San Diego River, and creeks hosting riparian habitats and waterfalls teaming with wildlife and water all head west to the ocean — to create one of the most remarkable desert plateau coastal environments in the world.

San Diego is a place that people love. Ironically, as what occurs in all major cities, the more modern and urbanized we become, the more impaired our water quality becomes. From the cliffs of Torrey Pines, to the tidepools of Point Loma and east to San Diego's drinking water reservoirs, an unprecedented regional effort to minimize the unhealthy effects of our modern, urban lifestyle upon our recreational waters is well underway. And, the City of San Diego is leading the effort.

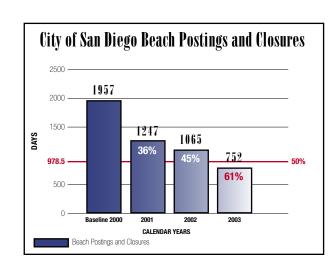
Momentum for environmental improvement to benefit our recreational waters was born out of two bold actions that occurred early in 2001: the issuance of the updated Municipal Storm Water Discharge Permit for urban runoff, and the call to action by the leaders of the City of San Diego to "Clean up our beaches and bays," as Goal 4 of 10 City improvements to be achieved within four years.

The City's efforts have not gone unrewarded. At the end of calendar year 2002, the City realized a 45 percent reduction in beach postings and closures at local beaches. And, a 61 percent reduction was achieved in calendar year 2003! That means San Diego's beaches were dramatically cleaner than

in previous years and our initial effort emphasizing education, enforcement and strategic municipal operations and infrastructure has proven to be the correct strategy.

We realize the job is not yet complete. More improvement to our recreational water quality can and must be made.

The Future is now... Join us in realizing cleaner beaches, bays and watersheds for future generations of San Diegans.









Photos by Deborah Castillo

Urban runoff is the result of how a modern urban metropolitan society lives its daily life. Reducing urban runoff and improving water quality is reliant upon four things: changing the behaviors of the residents and businesses that call San Diego home; solid water quality science to identify sources of pollution; a commitment to abating pollution sources with a proactive enforcement program; and the will to institutionalize changes in municipal operations to promote pollution prevention and water quality protection. Ultimately, success is largely dependent upon the quality of life perceptions, desires and motivations of local residents and businesses.

To achieve clean recreational waters for San Diego, the City began by collecting data on public perception, awareness and behaviors towards the health of our beaches and bays. Citywide surveys over the last decade indicate that 82% of the citizens surveyed identified protecting recreational water resources from pollution as their highest priority. In January 2001, the City established *Clean up Our Beaches and Bays* as one of ten goals to realize "A City Worthy of Our Affection". This goal, called for the reduction of beach closures and postings by 50 percent over the next four years. The City's Storm Water Pollution Prevention Program was designated as the lead City agency to meet these goals.

The City's Urban Runoff Management Plan, adopted by City Council in January 2002, created the blueprint for actions the City would take over the next five years to protect and improve water quality of the ocean, rivers, creeks, reservoirs and bays in the region and achieve municipal storm water permit compliance. This Plan was lauded by the U.S. Environmental Protection Agency for the way it established a formal process

for ensuring departmental accountability. This Plan focuses on two challenges — the community and the City organization.

The challenge for the San Diego region is to infuse residents, business and industry with an activist spirit and awareness of urban runoff as a motivating quality of life issue that results in behavioral changes that will protect and clean up our beaches, bays and watersheds. The challenge for the City as a business has been twofold. First, we must assist the community in achieving behavior changes. Secondly, 10,000+ City employees need to be routinely reminded of their role in insuring that the City acts responsibly to keep our beaches and bays free of pollution.

The Storm Water Pollution Prevention Program's efforts include public education, City employee training, enforcement of the storm water ordinance (San Diego Municipal Code §43.03), storm water Best Management Practices (BMP) development and implementation, water quality monitoring, special (water quality) studies, watershed management strategies, and program financing. Citywide, our storm water pollution prevention activities include much more.

The 61 percent reduction in beach postings is no accident. It is the result of strategic program decisions made to maximize limited City resources and to cultivate pollution prevention behavior changes on a grand scale.

In the pages that follow, a summary of the key elements that the City of San Diego has strategically employed to recapture the pristine water quality of our past, to reclaim our coastal waters for today's families, and to create a future of cleaner water for generations of San Diegans to come is provided.

## ...CLEAN BEACHES AND BAYS

## **EDUCATION**

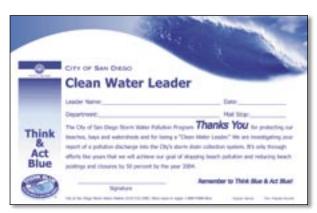
"Think Blue" is the education, media and public advocacy campaign leading the city's efforts to bring about behavior changes in residents, City employees, businesses and industry.





The goals of the regional bi-lingual Campaign are to raise awareness of urban runoff as a major cause of beach, bay, watershed, and recreational water pollution and to change the polluting behaviors of residents and businesses.

The Campaign's goal for fiscal year 2003, was to maintain the education and awareness momentum achieved during fiscal year 2002. Available monies were focused on the airing of three existing award-wining public service announcements; Fowl Water, Water Babies, and Roads to Beaches. We attended more than 90 community events, meetings, Speakers Bureau engagements and worked with local business districts to educate and assist residents and businesses in "Catching the Wave," and becoming "Clean Water Leaders."



We successfully maintained our growing momentum. In fact, the annual random-digit dial telephone survey measuring residential awareness and the effectiveness of the 2003 campaign confirmed that our goal was not only achieved, but awareness increased by two additional percentage points to mark a two year cumulative gain of 16 percentage points.



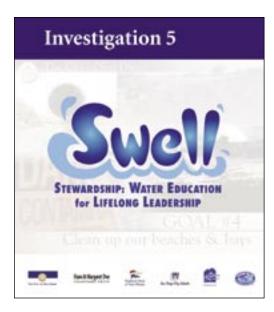
The City's "Think Blue" campaign became the U.S. Environmental Protection Agency's (EPA) model for large urban watershed education and is featured in the EPA's "Getting in Step: A Guide to Creating a Watershed Outreach Campaign" publication and nonpoint source pollution tool box with a video for municipal agencies.

The Campaign has continued to reach an audience beyond

San Diego. Many municipalities in the region, state and from across the nation are using and adapting Think Blue's creative materials and messages for their communities. The cities of Dana Point, Newport Beach, Laguna Beach, and the counties of San Bernardino, Riverside, and Orange in California; and Denver, Colorado, South Field, Michigan, and the state of Michigan are all using Think Blue's campaign slogan, image and other educational collateral materials to reach their respective populations.

Think Blue participated in more than 90 community outreach engagements in fiscal year 2003. The Campaign attended street fairs, business improvement district meetings, trade association gatherings and environmental fairs. We participated in California Coastal Clean-up Day, focusing our activities on creeks that meander through the heart of San Diego's urban core. Additionally, the City participated in the series of four Regional Business Outreach Workshops coordinated by the County of San Diego.





Perhaps the greatest progress made was in November 2002, when San Diego City Schools agreed to join the Think Blue wave. San Diego City Schools is comprised of more than 135,000 students at 187 elementary, middle, and high schools. Superintendent Alan Bersin is working with the Mayor's Clean Water Task Force, the Storm Water Pollution Prevention Program, San Diego BayKeeper and the Unified Port of San Diego to modify City School science curricula to include water awareness and pollution prevention lessons. The curricula addition is called Project SWELL; Stewardship: Water Education for Lifelong Learning. We anticipate that over the next 2-3 years the full K-12 SWELL curricula will be written and institutionalized in San Diego City Schools.



# FINDING & ABATING POLLUTION...



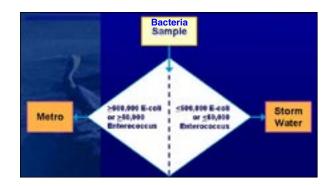
The City is making a difference in water quality by actively identifying and abating pollution sources. Emphasis has been placed on finding sources of high bacteria, which cause the beaches to be posted with "contaminated water" signs.

The current monitoring program is comprehensive, consisting of the following water quality testing components:

- 300 dry weather sites throughout San Diego
- 17 sites at storm drain outlets along the coast and the Penasquitos lagoon
- 12 sites within Mission Bay
- 24 sites within the Mission Bay watershed

The monitoring program has a well defined quality assurance procedures and was noted as "exemplary" during the U.S. Environmental Protection Agency's program evaluation in October 2002. Although testing is done for a laundry list of different pollutants, indicators of sewage or high bacteria counts take priority. One field testing method that has helped us find sewage sources is an ammonia test. Sewage typically has very high ammonia, which is present in very low concentrations in the environment, thus making a good discerning test for some types of pollution.





The Metropolitan Wastewater Department and the Storm Water Pollution Prevention Program work collectively to interpret the test results and conduct the follow up investigations triggered by high bacteria counts from routine monitoring.

The Metropolitan Wastewater Department routinely investigates enterococcus bacteria readings above 600,000 for E. coli and 60,000 enterococcus for the presence of sewage in the area. The Storm Water Program generally expects bacteria values (enterococcus) from urban runoff flow to be below 1,000 in creeks or streams.

#### And Outside the Box Solution-

The City determined that the bacteria testing protocols employed by the Storm Water Program and the Wastewater Department did not address bacteria counts that fell in between urban runoff and sewage testing norms. An innovative monitoring and investigation protocol to address bacteria levels believed to be sewage was developed. With the new protocol we investigate bacteria counts between 10,000 and 600,000 for *E.* coli and 1,000 to 60,000 for enterococcus bacteria. In essence, we established a sewage detection and bacteria investigation protocol that previously did not exist. We have found a myriad of bacteria sources in this range and have discovered and abated leaking sewer pipes and discharges from surface washing at shopping centers, restaurants, and other businesses as a result.

## ...AND ENFORCEMENT

For those residents and business owners who fell short in doing what they should to protect our beaches, bays, and watersheds, enforcement of the storm water ordinance, San Diego Municipal Code §43.03, has proved to be a necessary tool to discourage them from continuing pollution practices. Our Storm Water Code Compliance officers send the message every day that "it doesn't pay to pollute in San Diego.

Our officers aggressively pursue violators of the City's storm water ordinance using all remedies allowable within the San Diego Municipal Code — administrative citations and civil penalties. In Fiscal Year 2003, a mere handful of Storm Water Code Compliance Officers addressed 980 complaints received from the storm water hotline and www.Thinkbluesd.org web reports, and 370 incidents of illegal discharge they witnessed, documented and investigated during routine

patrols. The City Attorney's Environmental Crimes Unit successfully pursued 25 residential and commercial pollution cases for criminal prosecution. The City's storm water pollution prevention hotline continues to see an increase in volume, averaging more than 350



calls a month. This increase is largely due to increased awareness and activism by City employees and the general population to report and document violations when they occur.

## MUNICIPAL & INDUSTRIAL



Incremental progress is being made with municipal operations. Storm water pollution prevention practices and awareness have been integrated into all field operations and activities at municipal yards.

Because City yards are shared and utilized by several departments, the City relies upon individual water quality management plans for each department and/or work groups to guide the on-site pollution prevention efforts at the municipal yards. Similarly, where a single department occupies or runs a facility or yard-- the sewage treatment plants or Jack Murphy Stadium, for example, the city relies on storm water management plans developed by that department to protect the nearby receiving waters. Most urban runoff controls that have been implemented are simple but

effective good housekeeping practices. Facility and yard inspection check lists have been developed and are being used by the onsite departments.

Additionally, activity specific storm water training for field workers was provided within the Transportation, Water, Metropolitan Wastewater, General Services, Development Services, Environmental Services, and Park & Recreation Departments throughout the year, with more trainings being planned. The Park & Recreation Department went even further and formalized their procedures into an innovative storm water Best Management Practices manual that addressed all their activities. Their manual was recognized by the U.S. Environmental Protection Agency as a model for other cities due in large part to its focus on the pollutants being used, not just the work activities.

At one municipal yard, a pilot project was implemented with the construction of a grass swale to filter nuisance flows from the car wash, and storm water signage was posted at a second yard to assist yard workers in practicing the storm water pollution prevention behaviors they have been trained on.



Over the past year, the City's household hazardous waste program collected 455.5 tons of hazardous waste at the Miramar Landfill permanent collection facility, automobile waste collection events, door-to-door collection efforts and the landfill's load-check inspection program. Another 587.27 tons of hazardous waste was collected in the City at state certified collection facilities such as auto repair shops.

The City recognizes the need to continue developing our industrial and commercial elements of our storm water program, and has worked diligently over the past year to make progress with limited resources. The City intends to increase program efforts over time in a phased approach to reach approximately 73,500 facilities/businesses. We sought the use of existing inspectors to address storm water issues, and will continue to explore additional mechanisms to supplement the existing level of inspections as the program develops.

In Fiscal Year 2003, the Metropolitan Wastewater Department Industrial Compliance Control Program conducted 80 industrial storm water inspections of businesses, and the Food Establishment Waste Discharge Program inspected 3,267 establishments that have grease traps for storm water compliance. In addition, the City's storm water code compliance officers investigated illegal discharges and initiated hundreds of enforcement actions, including civil penalties, against businesses that were responsible for illegal discharges. Facility inspections are sometimes a part of these investigations.



We also teamed with the County of San Diego and the other jurisdictions to reach industry and businesses through a series of workshops. The Storm Water Program focused on two priority areas: Industrial Storm Water permitted sites and identifying non-filers (sites that do not have coverage under the State General Industrial Storm Water Permit but should). To help focus inspection efforts on sites with a greater potential for storm water issues, approximately 250 Industrial Storm Water Permit holders were contacted and asked to provide self-certification. Some 178 self-certifications were received, including 10 from municipal facilities.

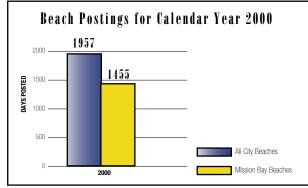


# MISSION BAY — A WATER QUALITY FOCUS



Mission Bay, in the City of San Diego, is one of the world's finest aquatic parks, and has been the focus of City water quality improvement efforts over the past three years. The Bay encompasses numerous smaller bays, coves, inlets, and stretches of beach that make it one of the City's most desirable places for aquatic recreation. Millions of people visit Mission Bay Park each year and enjoy a variety of recreational activities such as waterskiing, sailing, kayaking, and picnics.

Because of its unique location and the surrounding topography, it receives urban water flows from three fresh water tributaries that carve through the heart of San Diego's urban centers: Tecolote, Rose and Cudahay creeks. Mission Bay naturally became the focal point for meeting the City's Goal 4 of a 50 percent reduction in beach postings as nearly 75% of all City postings occurred in Mission Bay during 2000. The Storm Water Pollution Prevention Program became the division within the City responsible for the actions required to reduce beach postings and identified specific projects toward that end.



Of the seventeen beaches in Mission Bay, twelve have persistent water quality problems and became the focus of a bacterial source investigation study. See Mission Bay map.



### Mission Bay Source Identification Study-

Due to generous funding by the State of California Governor's Clean Beaches Initiative, the City of San Diego was able to implement its top priority project. Thus, the Mission Bay Source Identification Study became a reality. The purpose of this study was to identify sources of bacterial contamination and eliminate them from entering the Bay. The study was reviewed and approved by the State Water Resources Control Board to be conducted in two phases. Phase I was initiated on July 1, 2002 and completed in July 2003.

#### Phase I

To identify the major sources of bacterial contamination to Mission Bay, scientists completed three major investigative tasks as a part of Phase I of the study. This phase focused on identifying any sources of human waste that may be entering the Bay so they could be immediately remedied. Key investigations of potential sources included:

**Sources of Human Sewage from Park Restroom Infrastructure.** The comfort stations at 12 locations within Mission Bay Park were evaluated to determine if leaking sewer

pipes from these facilities was the source of bacteria to the Bay. No leaking sewer lines were found in Mission Bay Park.

**Sources of Human Sewage from Moored or Anchored Boats.** Dumping of sewage from boat holding tanks was investigated as a potential source of bacteria at three locations in Mission Bay where boats moor or anchor: Bonita Cove, Santa Barbara Cove, and De Anza Cove. Boats were not found to be a persistent source of contamination.

**Visual Observations and Bacterial Assessment of Other Sources in the Park.** The potential sources assessed in this task included fecal matter from birds and feral and wild animals that inhabit the Park, the homeless population, the behavior of some Park visitors, and Park management practices, such as comfort station cleaning and irrigation procedures. To determine the extent to which these potential sources contributed to the bacterial contamination of Mission Bay, a comprehensive visual observation program was implemented at 12 sites throughout Mission Bay. The visual observation monitoring was conducted in conjunction with samples taken at the observation areas for analysis of indicator bacteria.

In addition, site specific follow-up studies or investigations were conducted to track the likely bacterial sources identified from the earlier investigations. Weekly monitoring for water quality was also conducted from November through March. The investigation in Phase I was very effective in determining which of the many potential bacterial sources were actually impacting area beaches. Each beach area has unique conditions and different localized potential bacterial sources.





During the study, as potential bacterial sources were identified, the City implemented numerous management activities that abated those identified sources to eliminate or reduce their input to the Bay.

The City's actions to abate bacterial sources included removing bird feces from the beach, modifying restroom cleaning practices, installing a structural berm to contain potential sewage spills from a recreational vehicle dump station, eliminating discharge to the Bay from a koi pond, installing doggie bags and providing more trash cans, modifying lawn watering cycles, and increased storm drain interceptor maintenance to remove debris.

#### Phase II

Phase II was initiated in July 2003 and will be completed by the end of June 2004. This phase involves using advanced molecular techniques and other assessment methods to further identify bacterial sources.

The City will continue to demonstrate its commitment to protecting water quality. The extensive scientific studies that have been completed and are underway in Mission Bay have yielded valuable insight into beach contamination.

A prime example of how our cumulative efforts have positively impacted water quality at a specific Mission Beach site is the story of Bahia Point.

## SUCCESS STORIES...

Dog Beach

The mouth of the San Diego River is located just north of the community of Ocean Beach at Dog Beach. Dog Beach is a local icon as it was one of the first leash-free areas for dogs in the United States. It is a popular tourist destination providing opportunities for surfing, swimming, sunbathing and sandy beach areas for pet-owners to exercise their dogs. Over the years, bacterial contamination has been

documented in both the San Diego River and at Dog Beach causing the beach to be posted and closed due to pollution. In 2002, the City received grant funding form the state Clean Beaches Initiative to investigate bacterial contamination in the San Diego River and at Dog Beach. Extensive water quality sampling, investigation of infrastructure and visual observations identified decomposing marine vegetation such as kelp and eel grass and dog feces as sources of bacterial contamination at Dog beach. Based on these findings, the City changed the maintenance activities at the beach to remove kelp and dog feces. In 2000, the beach was posted for contamination 123 days, in 2001 advisories were reduced to 73 days, 2002 the number was 30 days and in 2003 that number was 9 days.

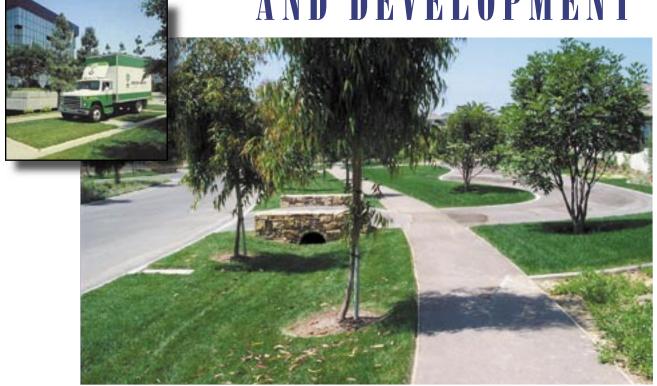


Bahia Point was one area in Mission Bay that had chronic and persistent elevated bacteria counts resulting in beach postings thereby limiting or restricting beach use by swimmers. A concentrated investigation was conducted at Bahia Point in 2001 and 2002, which concluded the impaired

water quality was the result of several factors, including: business washing and maintenance activities in the area; irrigation runoff from city park areas and inadequate trash can protection from resident bird populations. The daily scenario at Bahia Point saw flocks of birds scavenging the trash cans for food and littering the beach and surrounding grass with fecal waste. The irrigation runoff carried the waste from the grass to the beach and the rising and falling tidal action would capture the waste and contaminate the water which was reflected in the sampling data. By changing a few practices we were able to dramatically reduce beach postings at this site from a high of 129 in 2000, to 0 in 2003.

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# CONSTRUCTION AND DEVELOPMENT



Progress has been made with the construction industry to address storm water pollution prevention issues and comply with the City's Land Development Code. Specifically, the City modified its development requirements, instituted storm water training for plan checkers and inspectors, and stepped up their storm water field inspections during the rainy season.

The City's Storm Water Standards Manual, serves as the implementing document for the mandated Standard Urban

Storm Water Mitigation Plan regulations. This manual, tailored to meet the City's development requirements and processes, became effective in December 2002. During project planning and review, project applicants now specify the permanent storm water best management practices that will be incorporated into the project design before a permit is issued.

City projects are also reviewed prior to construction to ensure the project in-

cludes appropriate permanent storm water best management practices identified in the Storm Water Standards Manual.

The Development Services Department and the Engineering & Capital Projects Department worked collectively to send a strong message to the development industry that the City is serious about storm water compliance. Routine inspections of high priority construction sites were conducted and notices to comply with construction storm water best management practice requirements were issued.



Courtesy of Rick Engineering

A few large developments that failed to install adequate sediment and erosion controls received stop work notices. Sediment discharges from construction sites during rain storms were documented and penalties assessed as appropriate.

To provide training to the civil engineering and development community, the City partnered with the Building Industry Association, the Engineering & General Contractors Association, and the California Stormwater Quality Association to hold training workshops for their members.





More than 20 training sessions were conducted on the creation of storm water pollution prevention plans, storm water Best Management Practices, and how to plan and install sediment and erosion controls for construction sites. A poster with photographs of correct installations was developed and distributed to educate the various trades that work on construction sites.

In October of 2002, the City Council adopted a new element to the City of San Diego's General Plan called the Strategic Framework Element. The Strategic Framework Element outlines a strategy for updating all of the elements of the General Plan, including strategies for incorporating water quality and watershed protection principles. In addition, the document includes recommendations to update other policies and regulations to address storm water and urban runoff, including amendments to the Street Design Manual, the Drainage Design Manual, and the Land Development Code. In November 2002, the City Council approved a new revision of the Street Design Manual which includes storm water pollution prevention principles.

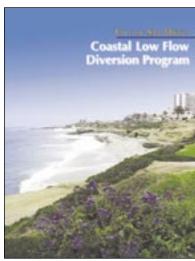
## SPECIAL PROJECTS

The City has been successful in receiving funding for a number of special projects. Our success is due in large part to forming strong partnerships with others — the media, other public agencies, the environmental community, and industry partners — all helped us make things happen. Some notable projects implemented over the past year include:

Project Title	Project Description
A. Rose & Tecolote Creeks Water Quality Improvement Project	To construct structural controls (a.k.a. storm water Best Management Practices) within the watershed and evaluate their effectiveness. The initial phase of the project was an extensive planning and storm water Best Management Practices evaluation process.
B. Mission Bay Clean Beaches Project	This project will circulate bay water using pumps at Cudahy & Tecolote Creek outlets in order to kill bacteria through increased saltwater mixing and sunlight.
C. Mission Bay Contaminant Dispersion	Charted how contaminants move in East Mission Bay under a variety of physical conditions, such as tidal and creek influences.
D. Mission Bay (Watershed) Water Quality Study	Weekly sampling at 5 locations in Mission Bay, and 19 locations in its tributaries for bacterial analysis.
E. Mission Bay Project W.E.T: Water Evaluation & Testing	Epidemiological study performed at 6 locations in Mission Bay (Leisure Lagoon, Tecolote Shores, Visitor Center, De Anza Cove, Crown Point Shores, and Bonita Cove) to assess the links between bay and beach usage within Mission Bay, and increases or decreases in personal illnesses.
F. Tecolote Creek Treatment Marsh	Concept development and design of treatment wetlands at the mouth of Tecolote Creek.
G. San Diego River-Ocean Beach Water Quality Improvement Project Đ Phase I	Bacteria source study along the San Diego River to identify sources that could cause beach postings at the San Diego River mouth and Dog Beach.

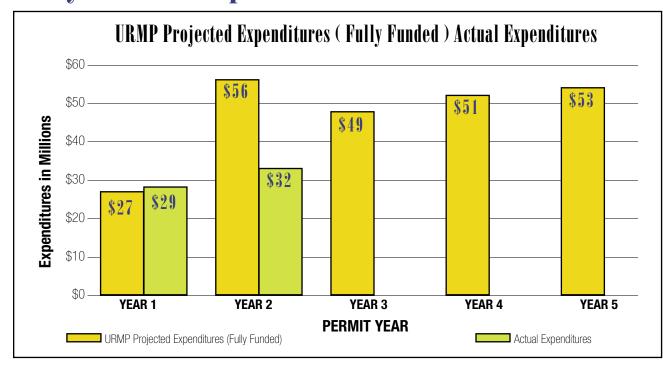
#### **Coastal Low Flow Diversion Program**

The City received more than \$6 million dollars in funding from the U.S. Environmental Agency (EPA) via a congressional appropriation to expand and improve the Coastal Low Flow Diversion Program. The City and EPA view diversion facilities as key infrastructure improvements cities can use to improve water quality. The funding provides for an additional 28 of 29 new diversion facilities to be constructed at storm drain outfalls in the coastal communities of Ocean Beach, Pacific Beach and La Jolla, and for the repair and maintenance of the existing 47 diversion facilities ringing Mission Bay.



Additional water quality projects were approved for funding this year and are expected to begin within the upcoming year.

## Citywide Expenditures



## Urban Runoff Management Plan — The Next Steps to Cleaner Beaches and Bays

In response to an October 2002 program evaluation conducted by the Regional Water Quality Control Board and the U.S. Environmental Protection Agency, we have developed the following Storm Water Action Plan to further enhance our goal of cleaner beaches and bays for San Diego:

- Conduct internal evaluation
- Focus efforts on Activity Specific education and training
- Improve Storm Water BMPs at municipal yards
- Improve construction site inspections
- Expand industrial /commercial elements of our program

The City's commitment to improve water quality is unwavering despite these times of shrinking budgets and limited resources. We will not rest on our laurels. New goals to further improve our water quality will be set in 2004, and through diligent and focused efforts of the City of San Diego, our partner agencies, the community at large and securing additional grant funds, we are determined to meet them!

## FUTURE VISION

"No issue is as important as our attitude toward it, for that alones determines our success or failure."

— Anonymous

We believe that we can make a difference, therefore, we will. Our vision is born of determination and a profound commitment to clean water that will help us overcome obstacles. We are working to overcome the things we don't have such as better ways to measure success, data management tools, inventories integrated into Geographic Information System (GIS), and a new user fee for urban runoff management.

Of all the challenges we are facing, funding is the biggest. Implementation of the City's Urban Runoff Management Plan will be impacted by the projected budget shortfalls of the City's General Fund as well as the State's financial situation in the upcoming years. Despite this reality,

#### Our goal remains the same:

to maximize water quality protection through effective and efficient use of resources.

Our resources are stretched thin, but we intend to remain effective by acknowledging that we cannot do it all, by prioritizing, and focusing on activities that provide the greatest water quality benefits. Prioritization will be complicated by the addition of many new activities resulting from the issuance of Total Maximum Daily Load (TMDL) orders. TMDLs are new regulations that establish numeric limits for storm water and pollutant load allocations for dischargers in specific areas (e.g. creek sections). The recently approved TMDL for diazinon in Chollas Creek will require the City to increase water quality monitoring and activities to reduce pesticide use within the Chollas Creek watershed. Although potentially worthy, these new endeavors are currently unfunded. So, the question becomes what doesn't need to be done so that

TMDL activities get done? Are TMDL activities inherently of greater importance than existing citywide water pollution prevention efforts? Although we expect to be successful in acquiring additional grant dollars to supplement our existing efforts, it is likely that some activities will be postponed until funding can be identified and secured.

Think Blue will remain the cornerstone of our efforts to protect our beaches, bays, and watersheds. Our education and outreach efforts are effective and essential to coaxing behavioral change and public awareness. Only a greater understanding of the issue by the general population will bring about the public support needed via a vote to establish an urban runoff management fee to sustain the program and fully realize our vision of a cleaner and healthier San Diego.

Our greatest strength is the ability to successfully partner with others (business groups, environmental groups, and State agencies). We have already realized benefits beyond what we could do alone, including key grant funded projects by the State Water Resources Control Board related to the Clean Beaches Initiative.

The City of San Diego remains determined to make a difference.

We are the Leaders!

Karen Henry
Deputy Director

Storm Water Pollution Prevention Division General Services Department

Photo by Deborah Castillo

### **ACKNOWLEDGMENTS**



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David Merk, Port of San Diego

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John Robertus, San Diego Regional Water Quality Control Board

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Tom Story, City of San Diego

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